

MOTION PLANNING & LAND USE MANAGEMENT

The Venice community in the City of Los Angeles is experiencing a significant amount of investment and redevelopment due to a strong local economy and robust housing market. This has resulted in economic pressure on commercial properties such as rising rents and the displacement of locally-owned independent retail businesses. Ocean Front Walk, in particular, is experiencing these impacts.

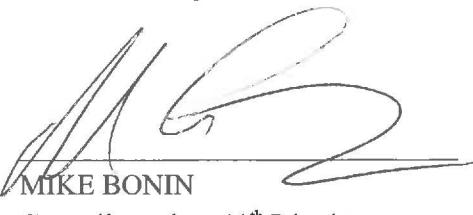
Locally-owned independent businesses are a hallmark of a healthy community and help to safeguard the public welfare. Neighborhood-based businesses are important contributors to the identity of Venice and help to sustain the social fabric of the community by providing local services to residents in a walkable environment.

Other cities such as San Francisco, CA and Jersey City, NJ have enacted land use planning and zoning rules to preserve the “sense of place” and unique neighborhood character in their communities by supporting small businesses and independent retail uses. These so-called “formula retail ordinances” allow a local government to shape the mix of businesses in their city. Some ban all chain stores from certain neighborhoods; some cap the number of retail chain stores allowed within a neighborhood; and others require a case-by-case approval of proposed retail use projects.

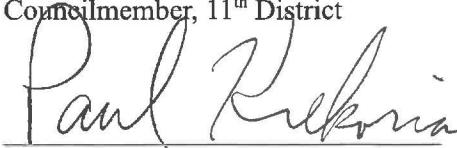
I THEREFORE MOVE that the Department of City Planning study the impacts of independent retail uses on the social fabric of a community and to report back on the levels of economic, social, and cultural activity such uses support, including the number of jobs per square foot and the diversity of residents.

I FURTHER MOVE that the Department of City Planning, in consultation with the City Attorney, report of the feasibility of using zoning and other land use planning tools to encourage the siting of independent retail uses on Ocean Front Walk in the Venice community.

PRESENTED BY:



MIKE BONIN
Councilmember, 11th District



Paul Krekorian



SECONDED BY:

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